

 Delasport

# BIG SOCCER TOURNAMENTS & SPORTS BETTING EVOLUTION

Market Intelligence Report



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*Understanding how major tournaments reshape betting behavior, market dynamics, and long-term operator growth.*

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Major football tournaments have become defining commercial battlegrounds for sportsbook operators.

The **FIFA World Cup** and the **UEFA Euros** function as two distinct growth engines:

- **World Cup:** unmatched global scale and explosive acquisition velocity.
- **Euros:** concentrated liquidity and high-efficiency monetization in mature European markets.

Understanding how these tournaments differ - across **reach, handle distribution, betting behavior, product mix, and retention impact** - creates strategic advantage.

The operators who lead the next major cycle combine **scale with technology, product sophistication, and lifecycle design**, transforming event-driven volume into sustained revenue growth.

This report analyzes **World Cup 2022** and **Euro 2024** through that performance lens - highlighting where volume accelerates, where margin expands, and where long-term value compounds.

Based on the key learnings from past tournaments, we also make predictions on what to expect from **World Cup 2026** and how to maximize its commercial potential.

In a market where execution speed and product depth define market share, **Delasport's sportsbook is engineered to lead the next cycle.**



# World Cup 2022 VS Euro 2024



VS

## GLOBAL REACH

Truly Global

## GLOBAL REACH

Europe +  
global diaspora

## FINAL AUDIENCE

1.42B viewers (final)

## FINAL AUDIENCE

24.2M UK peak;  
50M+ Germany peak

## CUMULATIVE REACH

5B+ engaged across  
tournament

## CUMULATIVE REACH

2B+ cumulative  
Europe-wide

## MATCHES

64

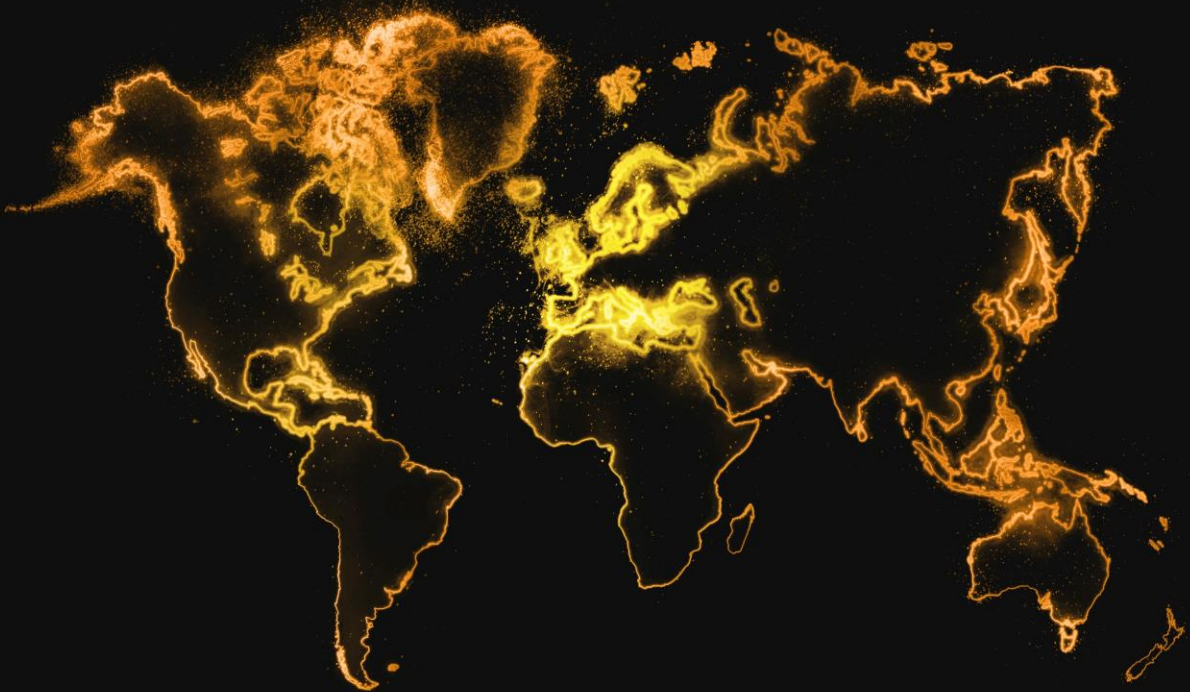
## MATCHES

51

# World Cup 2022 VS Euro 2024

## Betting Metrics

	World Cup 2022	Euro 2024
Betting Intensity per Match	~€500M	~€178M



## Regulated Betting Handle by Region

Region	World Cup 2022	Euro 2024
Europe	~€16.4B–€18.2B	~€5.9B–€7.7B
Latin America	~€1.8B–€2.7B	~€364M–€637M
USA	~€1.64B	~€455M–€728M
Africa	~€455M–€910M	~€182M–€364M
Canada	~€319M–€455M	~€137M–€273M

### Demographics

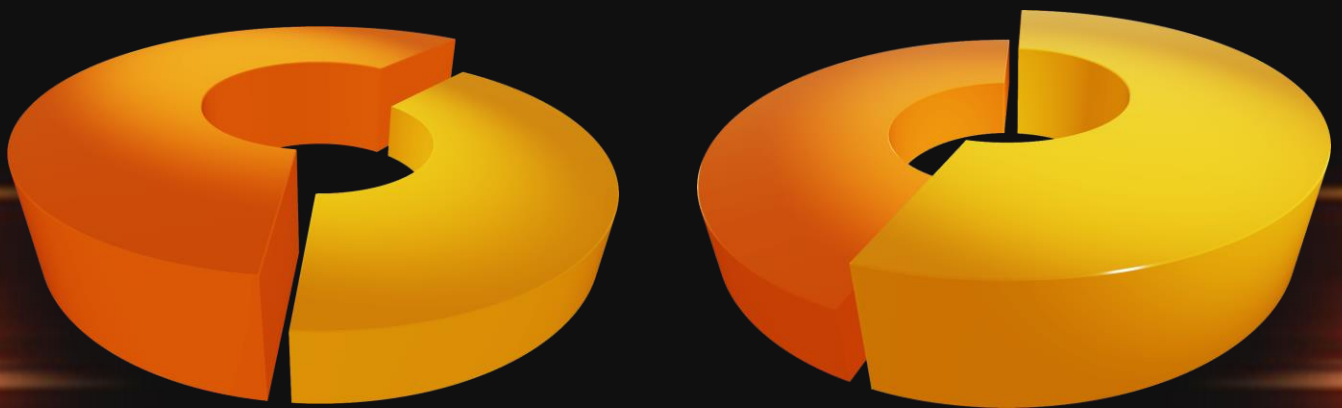
Metric	World Cup 2022	Euro 2024
Core Age	21–44	25–44
Gender Split	~75–85% male	~75–85% male
Cross-Border Betting	High	Moderate

### Bet Type Distribution

Bet Type	World Cup 2022	Euro 2024
Pre-Match	~55-60%	~50-55%
Live / In-Play	~40-45%	~45-50%

Pre-Match

Live / In-Play



■ World Cup 2022    
 ■ Euro 2024

## Largest Reported Bets

Category	World Cup 2022	Euro 2024
Outrights / Finals	€0.91M+ individual tickets reported	€500K-€1M+ tickets in major EU markets
Market Context	Industry summaries reference €0.91M+ individual tickets in outright/finals markets, with BetMGM publicly reporting several notable large bets during the 2022 FIFA World Cup.	High-value tickets during Euro 2024 were concentrated in core match result and outright markets, with individual wagers reaching €500K-€1M+ among leading European operators.

## Player Acquisition Impact

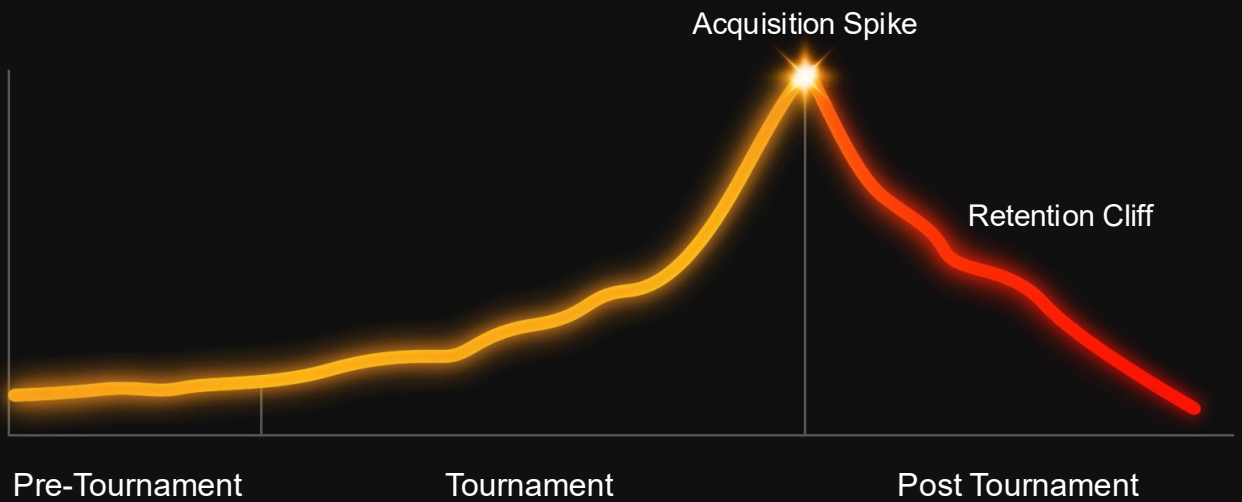
Metric	World Cup 2022	Euro 2024
New Registrations	+25-40% vs monthly average during group stage	+15-30% vs monthly average in EU markets
First-Time Depositors (FTDs)	+20-35% uplift	+15-25% uplift
Reactivated Players	+15-25% dormant user return	+10-20% increase
CPA	↓ 10-20% due to organic demand spike	Stable to ↓ 5-10% (more competitive media landscape)
Conversion Rate (Reg → FTD)	+5-10% improvement	+3-8% improvement
30-Day Retention	35-50%	30-45%

## Top Campaign Mechanics That Typically Perform Best

Tournament	Top Performing Campaign Mechanics
<p><b>World Cup 2022</b> (<i>global scale, acquisition + reactivation</i>)</p>	<ul style="list-style-type: none"> <li>• “Welcome / first bet” mechanics (risk-free bets or bet credits) to capture new demand</li> <li>• Odds boosts tied to national teams or marquee fixtures</li> <li>• Accumulator (parlays) / same-game multi insurance or boosts to increase betting frequency during the group stage</li> <li>• Live betting hooks (instant boosts, “second-chance” style mechanics) during knockout matches</li> </ul>
<p><b>Euro 2024</b> (<i>Europe-concentrated, higher efficiency in mature markets</i>)</p>	<ul style="list-style-type: none"> <li>• Localized odds boosts (home nation or rivalry matches)</li> <li>• Acca insurance + stepped missions to drive repeat play during dense match schedules</li> <li>• CRM-led reactivation campaigns (reloads, VIP hooks) targeting existing EU player bases</li> <li>• Same-game multi mechanics in markets where SGM adoption is mature</li> </ul>

### Key Betting Metrics

Metric	World Cup 2022	Euro 2024
In-Play Share	~65–75% of turnover	70%+ of turnover
Bet Builder Penetration	High	Very High
Key Market Types	1X2 + Player Props	1X2 + BTTS + Player Props



### Product Mix Differences

Region	World Cup 2022	Euro 2024
Mature EU	~€73-€137	~€91-€164
USA	~€228-€410	~€182-€319
LATAM	~€36-€82	~€46-€91

# Comparative Insights



## In-Play Betting

Both tournaments are heavily driven by live betting, but the Euros show slightly higher structural in-play penetration due to mature European market behavior.



## Bet Builder Adoption

While strong during the World Cup, Bet Builder penetration is typically even higher during the Euros, reflecting advanced SGM product maturity in Europe.



## Market Focus

The World Cup benefits from global 1X2 and star-driven player prop volume, whereas the Euros see stronger engagement in structured European staples such as BTTS (Both Teams to Score) alongside core match markets.

The World Cup drives high live engagement at global scale, supported by marquee player markets and broad 1X2 liquidity.

The Euros, while smaller in total scale, demonstrate deeper product sophistication - with stronger in-play concentration and higher Bet Builder penetration across Europe's mature regulated markets.

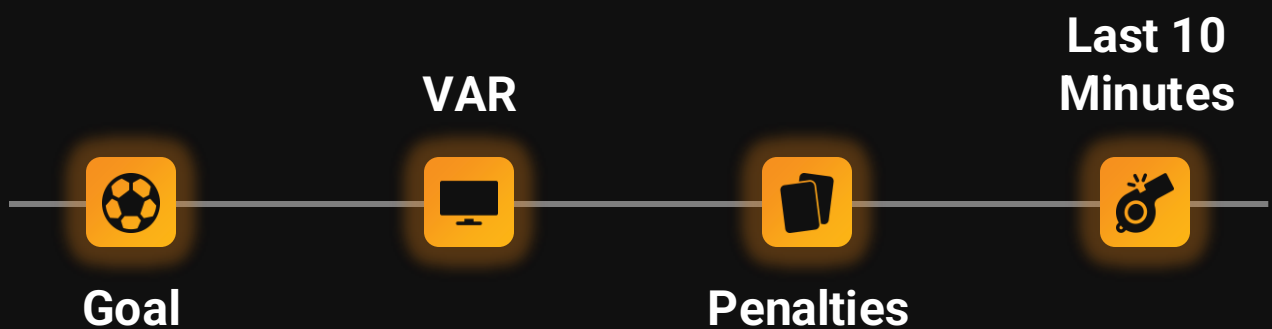
# Peak Betting Moments

Live sports betting activity spikes not because of **clock time**, but because of **specific game events** that significantly change match context or perceived value.

## Key Triggers for Betting Spikes

- **Goals (especially first goal)** - Immediate surge in live activity as odds and momentum shift. First goals often open up multiple in-play markets and draw bettors back into the interface.
- **VAR decisions** - Markets often pause during VAR reviews and then reopen with altered odds; this creates volatility and attracts reactive wagers.
- **Penalties & red cards** - These decisions can dramatically reshape win probabilities within minutes and trigger strong live interest.
- **Late match periods (Last 10 minutes / stoppage time)** - Bettors actively target “next goal,” totals, or comeback scenarios as teams push late.
- **Betting is event-driven, not time-driven.** Platforms see the highest concurrency and turnover immediately around match events that materially alter win expectancy or market prices.

Bettors react instantaneously to game context changes rather than passive time periods - meaning operator product design and live market pricing must be optimized for these spikes, not for uniform activity curves.



# Gaps

## Identified Gaps

## Delasport's Solution

**Post-Tournament Drop-Off** - After major tournaments, engagement and wagering drop sharply as event urgency disappears. Operators gain traffic but fail to convert it into long-term product engagement.

**Delasport Engagement Mechanics** help operators transform short-term tournament traffic into sustained activity through gamified experiences, personalized betting journeys, and dynamic sportsbook content that keeps players active beyond major events.

**Fragmented Live Experience** - Live betting offers many micro-markets but lacks a unified engagement layer to keep users engaged during slower moments in matches. This fragmentation leads to shorter sessions and drop-offs.

**SuperPot and Betiator** create a unified live engagement layer. **SuperPot** aggregates multiple micro outcomes into jackpot-style betting experiences, keeping excitement alive even during quieter moments in a match. **Betiator** adds gamified prediction mechanics that encourage continuous interaction with live events, increasing session depth and player participation. This first crash game for sports focuses especially on peak moments during the game to ensure catching the biggest betting volumes.

**Casual Player Drop-Off** - New bettors struggle with complex odds, exotic bet types, and betting strategies, causing early abandonment after initial curiosity.

**Simplified Betting Ecosystem powered by the Tournaments Hub.** The World Cup Hub centralizes everything related to the 2026 tournament into one intuitive interface - live games, upcoming matches, outright, player markets, and tournament content - making it easy for casual players to find and place bets without navigating complex sportsbook menus.

**Short Engagement Lifecycle** - Player activity peaks during the tournament and collapses afterward, limiting lifetime value from newly acquired users.

**Player Engagement Suite** enables operators to create persistent engagement loops through missions, challenges, streaks, rewards, and loyalty mechanics that extend beyond a single event. **Smart CRM Bonusing** ensuring retention after the tournament: cashbacks, free bets, deposit bonuses.

# WORLD CUP 2026 FORECAST

*(Market Evolution, Volume Projections, and Strategic Implications)*

The FIFA World Cup 2026 represents the largest structural shift in tournament history. For the first time, the competition expands to **48 teams and 104 matches**, hosted across the **United States, Canada, and Mexico**.

This expansion significantly increases the number of betting events, the duration of the tournament cycle, and the geographic distribution of peak viewing times.

Compared with World Cup 2022, the 2026 tournament is expected to generate **substantially higher global betting volume**, while also reshaping how that volume is distributed across regions, product types, and betting behavior.

The operators that capture the most value from the next tournament cycle will be those able to **scale live engagement, monetize combinational betting, and convert acquisition spikes into sustained player value**.



## 1. Tournament Scale

Tournament	Teams	Matches	Duration
World Cup 2022	32	64	29 days
World Cup 2026	48	104	~39 days

The expansion to **104 matches (+62%)** dramatically increases the number of betting opportunities.

However, while total volume rises, **per-match betting intensity is expected to normalize slightly** due to a higher number of mid-tier fixtures.

The commercial outcome is clear:

**More matches = more betting sessions, more engagement windows, and more opportunities to monetize in-play activity.**



## 2. Global Betting Handle Forecast

### Estimated Regulated Betting Handle – World Cup 2026

Scenario	Global Handle
Conservative	~€41B – €50B
Base Case	~€46B – €59B
High Growth	~€59B – €73B

World Cup 2022 generated an estimated ~\$35B in regulated betting handle globally.

Several structural factors support significant growth by 2026:

- Expansion of the legal U.S. sports betting market
- Continued digital sportsbook penetration across Europe
- Regulatory expansion across Latin America
- Increased mobile betting adoption globally
- Higher product sophistication (Bet Builder, player props, micro-bets)

The base-case scenario projects ~40–80% total handle growth compared with 2022.



### 3. Regional Betting Distribution Forecast

Region	Predicted Share	Market Dynamics
Europe	50–65%	Mature, high-liquidity markets
USA	12–20%	Rapidly expanding regulated market
Latin America	10–15%	Football-driven engagement + regulatory expansion
Canada	2–5%	Growing regulated ecosystem
Africa	3–6%	Mobile-first markets

Europe is expected to remain the **largest contributor to global handle**, but its share will likely decline slightly as North American markets scale.

The United States in particular is expected to represent **the fastest-growing tournament betting market**, driven by:

- expanding legalization
- improved sportsbook product sophistication
- strong adoption of same-game parlays and player prop betting.



## 4. Betting Intensity per Match

Tournament	Total Handle	Matches	Est. Handle per Match
World Cup 2022	~€32B	64	~€500M
World Cup 2026 (Base Case)	€46B– €59B	104	€437M– €569M

While overall tournament handle will increase, the larger number of matches means **average betting intensity per match may slightly decline or stabilize.**

However, the total number of **high-volume betting moments increases dramatically**, particularly during knockout stages.



## 5. Product Mix Forecast

The product mix of global sportsbooks has evolved significantly since 2022.

World Cup 2026 is expected to see **greater penetration of combinational betting, in-play engagement, and player-level markets.**

Bet Type	Expected Share of Turnover
Live / In-Play	45–55%
Pre-Match	45–55%
Bet Builder / Same-Game Multiples	Very High
Player Props	Rapidly growing

Key product trends expected to dominate the tournament:

### Same-Game Multiples (Bet Builder)

One of the fastest-growing sportsbook products, combining multiple selections within a single match.

### Player Props

Driven by star players, social media discussion, and micro-stat availability.

### In-Play Micro Markets

Short-duration markets such as:

- next goal
- next corner
- next shot on target

These fast-settling markets increase **betting frequency and session depth.**

## 6. Player Acquisition Impact Forecast

	Expected Tournament Uplift
New Registrations	+25–45% vs monthly baseline
First-Time Depositors	+20–40%
Reactivated Players	+15–30%
Conversion Rate (Reg → FTD)	+5–12%
CPA	Stable to ↓ in EU; ↑ in US
30-Day Retention	35–50%

World Cup tournaments historically represent the **largest acquisition spike in global iGaming**.

World Cup 2026 will likely amplify this trend due to:

- broader global accessibility
- larger match inventory
- stronger media exposure in North America.

However, the **post-tournament retention cliff** will remain one of the industry's largest structural challenges.

## 7. Peak Betting Moments – Expected Patterns

Betting spikes during major tournaments are **event-driven rather than time-driven**.

The largest spikes are expected around:

- first goals
- penalties and red cards
- VAR decisions
- final 10 minutes of matches
- knockout stage games.

Platforms must therefore be optimized for **instant liquidity, fast odds updates, and scalable in-play trading capacity**.

Operators unable to handle these concurrency spikes risk losing significant betting volume during peak moments.

## 8. Strategic Opportunity for Operators

The expanded World Cup format increases opportunity - but also increases competitive pressure.

The operators that dominate World Cup 2026 will focus on three strategic pillars:

### 8.1. Maximizing Live Engagement

- Deep in-play market coverage
- Real-time pricing and fast bet acceptance
- Event-triggered promotions and boosts.

### 8.2. Monetizing Combinational Betting

Higher-margin betting formats such as:

- Bet Builder
- Accumulators (parlays)
- Player prop combinations.

These markets significantly increase operator hold relative to traditional 1X2 betting.

### 8.3. Converting Acquisition into Retention

Major tournaments deliver exceptional traffic - but long-term value depends on lifecycle design.

Operators must extend engagement beyond the event through:

- Aggressive CRM tactics after the end of the tournament to retain the players' interest – cashbacks, free bets, deposit bonuses
- Missions and challenges
- Loyalty frameworks
- Jackpot or pooled betting mechanics
- CRM-led post-tournament campaigns.

## 9. Strategic Outlook

World Cup 2026 will likely become the largest commercial event in the history of regulated sports betting.

The tournament combines:

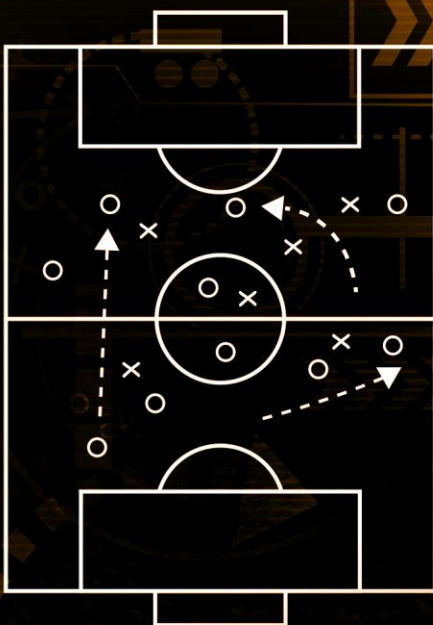
- record match inventory
- expanding global regulation
- increasingly sophisticated sportsbook products
- massive worldwide fan engagement.

For operators, this creates a unique window to accelerate growth. However, the decisive factor will not be traffic alone.

It will be the ability to transform tournament excitement into sustained player engagement, higher betting frequency, and long-term revenue expansion.

This is where advanced sportsbook technology becomes the competitive differentiator.

Platforms built to scale live engagement, support complex betting mechanics, and power retention frameworks will capture the greatest share of the next global football cycle.



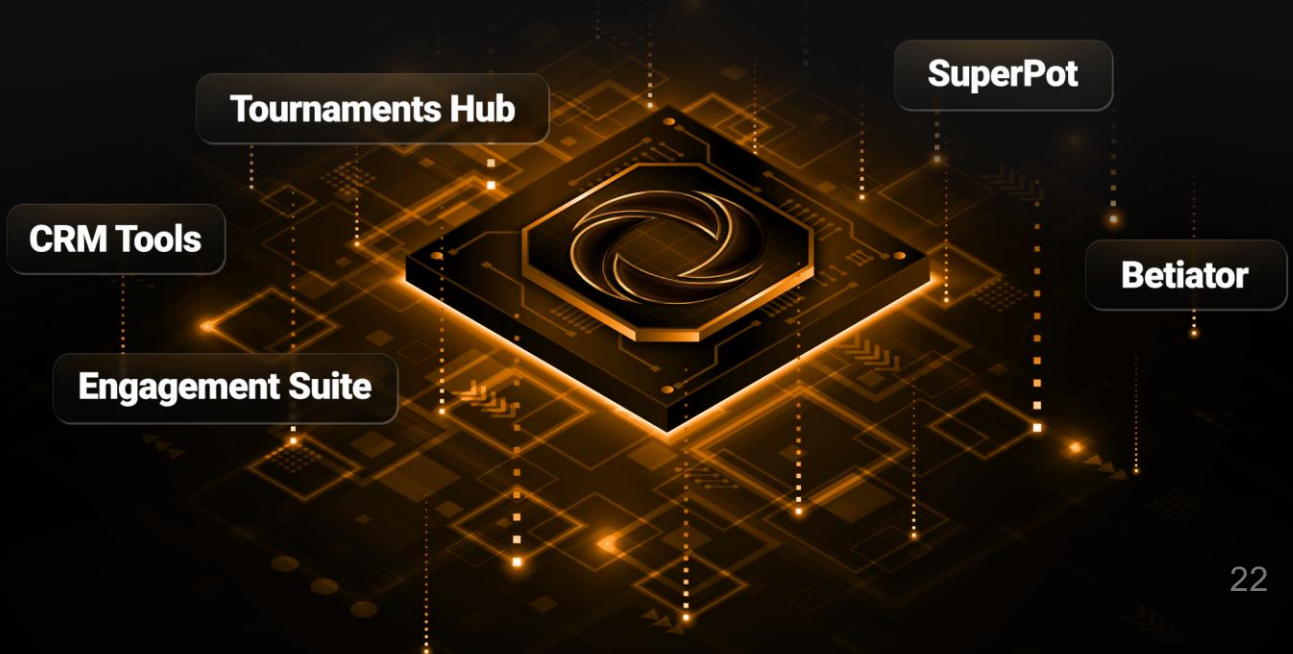
# Delasport's Solution for Big Tournaments

## Turning Tournament Momentum into Long-Term Revenue

Major tournaments generate massive spikes in traffic and betting activity. The real competitive advantage, however, lies in converting that momentum into **deeper engagement, higher betting frequency, and long-term player value.**

Delasport's sportsbook ecosystem is designed to maximize the commercial potential of events like **World Cup 2026**, combining streamlined user experience, gamified betting formats, and powerful retention mechanics.

Together, these capabilities allow operators to **capture peak tournament demand while sustaining engagement beyond the event itself.**



## Tournaments Hub

### A Simplified Tournament Experience

Major tournaments can overwhelm players with hundreds of markets spread across the sportsbook.

The **Tournaments Hub** solves this by creating a **dedicated tournament environment** that removes the clutter of the broader sportsbook.

The hub centralizes everything related to the tournament in one intuitive interface:

- Live matches
- Upcoming fixtures
- Outrights and player markets
- Tournament statistics
- Featured promotions and missions

This focused experience allows players to **find and place bets faster**, improving engagement and conversion.

The result is a more immersive tournament journey and **higher betting activity per session**.



# SUPERPOT

## Jackpot Mechanics for Sports Betting

SuperPot introduces **jackpot-style betting mechanics** that combine multiple sporting outcomes into a shared prize pool.

Players join with a small buy-in and predict outcomes across selected markets, while the jackpot grows as participation increases.

During major tournaments this format:

- encourages repeat participation
- builds community excitement
- keeps players active between key match moments

SuperPot bridges **casino-style jackpots and sports betting**, unlocking a powerful new engagement layer for sportsbooks.



# BETIATOR

## The First Crash Game for Sports

Betiator introduces a new betting vertical - **crash-style gameplay connected to live sports events.**

Players predict how long a multiplier will grow before the event “crashes,” creating short, high-intensity betting cycles.

The format is designed around peak match moments such as:

- goals
- penalties
- red cards
- decisive momentum shifts

By transforming passive viewing into interactive gameplay, Betiator significantly **increases session depth and player participation during live matches.**



## Player Engagement Suite

### Gamified Retention Framework

Large tournaments attract many new players, but retention often drops once the event ends.

Delasport's **Player Engagement Suite** converts tournament traffic into sustained activity through:

- missions and challenges
- achievement systems
- streak mechanics
- reward-based progression
- tournament campaigns

These gamified mechanics encourage players to **return regularly and stay active beyond the tournament window.**



## Advanced Engagement & Retention Tools

Delasport also provides a broad set of tools that help operators build **dynamic player journeys throughout the tournament lifecycle.**

Key capabilities include:

- **Personalized promotions** to ensure retention of newly acquired players:
  - Automated bonus schemes for cashbacks, free bets and deposits – **powerful tool ensuring continuous engagement also after the tournament is over.**
- **Dynamic CRM campaigns** that activate players at key moments such as kickoff reminders, live betting prompts, and reactivation offers.
- **Gamification features** including competitions, leaderboards, and reward ladders that increase repeat engagement.
- **Cross-event lifecycle design**, guiding players from the World Cup into future competitions, domestic leagues, and seasonal campaigns.

# Built for the Next Tournament Cycle

World Cup 2026 is expected to become **the largest betting event in the history of regulated sports betting.**

Capturing this opportunity requires more than traffic - it requires platforms capable of converting tournament excitement into **sustained engagement and long-term revenue growth.**

Delasport's ecosystem combines:

- streamlined tournament experiences
- innovative betting formats
- gamified engagement mechanics
- powerful retention tools.

Together, these capabilities allow operators to **capture peak betting moments, deepen player interaction, and extend engagement long after the final whistle.**

**Major tournaments generate opportunity.  
Delasport's technology turns it into sustained growth.**